



www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

Contract / Revision	Alt Order #
582832 /	09842221
<u>Product</u>	
<b>American Crossroads</b>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	1209
<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>American Crossroads</b>	10/12/12 / 10/12/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
<b>WJW</b>	Alexandra Bradley
<u>Special Handling</u>	
Do Not Mail	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 1 8	10/16/12	10/16/12	M-F	6a-8a	6a-8a Rotator		:30			NM	1 \$2,800.00
<b>FOX8 NEWS AT 6A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-T-----					1	\$2,800.00		
N 2 8	10/17/12	10/17/12	M-F	6a-8a	6a-8a Rotator		:30			NM	1 \$2,800.00
<b>FOX8 NEWS AT 6A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--W----					1	\$2,800.00		
N 3 8	10/18/12	10/18/12	M-F	6a-8a	6a-8a Rotator		:30			NM	1 \$2,800.00
<b>FOX8 NEWS AT 6A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	---T---					1	\$2,800.00		
N 4 8	10/19/12	10/19/12	M-F	6a-8a	6a-8a Rotator		:30			NM	1 \$2,800.00
<b>FOX8 NEWS AT 6A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	---F--					1	\$2,800.00		
N 5 8	10/22/12	10/22/12	M-F	6a-8a	6a-8a Rotator		:30			NM	1 \$2,800.00
<b>FOX8 NEWS AT 6A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	M-----					1	\$2,800.00		
N 6 8	10/16/12	10/16/12	M-F	430a-5a News	430a-5a		:30			NM	1 \$600.00
<b>FOX 8 NEWS AT 430A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-T-----					1	\$600.00		
N 7 8	10/17/12	10/17/12	M-F	430a-5a News	430a-5a		:30			NM	1 \$600.00
<b>FOX 8 NEWS AT 430A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--W----					1	\$600.00		
N 8 8	10/18/12	10/18/12	M-F	430a-5a News	430a-5a		:30			NM	1 \$600.00
<b>FOX 8 NEWS AT 430A</b>											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	---T---					1	\$600.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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American Crossroads		10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 9 8	10/19/12	10/19/12	M-F 430a-5a News	430a-5a			:30			NM	1
FOX 8 NEWS AT 430A											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					----F--	1	\$600.00				
N 10 8	10/22/12	10/22/12	M-F 430a-5a News	430a-5a			:30			NM	1
FOX 8 NEWS AT 430A											
Week:	10/22/12	10/28/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					M-----	1	\$600.00				
N 11 8	10/16/12	10/16/12	M-F 8a-9a	8a-9a News			:30			NM	1
FOX 8 NEWS AT 8A											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					-T-----	1	\$2,800.00				
N 12 8	10/17/12	10/17/12	M-F 8a-9a	8a-9a News			:30			NM	1
FOX 8 NEWS AT 8A											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					--W---	1	\$2,800.00				
N 13 8	10/18/12	10/18/12	M-F 8a-9a	8a-9a News			:30			NM	1
FOX 8 NEWS AT 8A											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					---T---	1	\$2,800.00				
N 14 8	10/19/12	10/19/12	M-F 8a-9a	8a-9a News			:30			NM	1
FOX 8 NEWS AT 8A											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					----F--	1	\$2,800.00				
N 15 8	10/22/12	10/22/12	M-F 8a-9a	8a-9a News			:30			NM	1
FOX 8 NEWS AT 8A											
Week:	10/22/12	10/28/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					M-----	1	\$2,800.00				
N 16 8	10/16/12	10/16/12	M-F 10a-11a	10a-11a			:30			NM	1
NEW DAY CLEVELAND											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					-T-----	1	\$800.00				
N 17 8	10/17/12	10/17/12	M-F 10a-11a	10a-11a			:30			NM	1
NEW DAY CLEVELAND											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					--W---	1	\$800.00				
N 18 8	10/18/12	10/18/12	M-F 10a-11a	10a-11a			:30			NM	1
NEW DAY CLEVELAND											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					---T---	1	\$800.00				
N 19 8	10/19/12	10/19/12	M-F 10a-11a	10a-11a			:30			NM	1
NEW DAY CLEVELAND											
Week:	10/15/12	10/21/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					----F--	1	\$800.00				
N 20 8	10/22/12	10/22/12	M-F 10a-11a	10a-11a			:30			NM	1
NEW DAY CLEVELAND											
Week:	10/22/12	10/28/12	Start Date	End Date	Weekdays	Spots/Week	Rate				
					M-----	1	\$800.00				
N 21 8	10/16/12	10/16/12	M-F 11a-12p	11a-12p			:30			NM	1
JUDGE JOE / JUDGE JOE											

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American Crossroads		10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
		Week: 10/15/12	10/21/12	-T-----				1	\$800.00		
N 22 8		10/17/12	10/17/12	M-F 11a-12p			:30			NM	1 \$800.00
JUDGE JOE / JUDGE JOE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	--W----				1	\$800.00		
N 23 8		10/18/12	10/18/12	M-F 11a-12p			:30			NM	1 \$800.00
JUDGE JOE / JUDGE JOE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	---T---				1	\$800.00		
N 24 8		10/19/12	10/19/12	M-F 11a-12p			:30			NM	1 \$800.00
JUDGE JOE / JUDGE JOE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	----F--				1	\$800.00		
N 25 8		10/22/12	10/22/12	M-F 11a-12p			:30			NM	1 \$800.00
JUDGE JOE / JUDGE JOE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/22/12	10/28/12	M-----				1	\$800.00		
N 26 8		10/16/12	10/16/12	M-F 1p-2p			:30			NM	1 \$600.00
JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-T-----				1	\$600.00		
N 27 8		10/17/12	10/17/12	M-F 1p-2p			:30			NM	1 \$600.00
JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	--W----				1	\$600.00		
N 28 8		10/18/12	10/18/12	M-F 1p-2p			:30			NM	1 \$600.00
JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	---T---				1	\$600.00		
N 29 8		10/19/12	10/19/12	M-F 1p-2p			:30			NM	1 \$600.00
JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	----F--				1	\$600.00		
N 30 8		10/22/12	10/22/12	M-F 1p-2p			:30			NM	1 \$600.00
JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/22/12	10/28/12	M-----				1	\$600.00		
N 31 8		10/16/12	10/16/12	M-F 2p-3p			:30			NM	1 \$900.00
STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-T-----				1	\$900.00		
N 32 8		10/17/12	10/17/12	M-F 2p-3p			:30			NM	1 \$900.00
STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	--W----				1	\$900.00		
N 33 8		10/18/12	10/18/12	M-F 2p-3p			:30			NM	1 \$900.00
STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	---T---				1	\$900.00		

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Advertiser		Original Date / Revision
American Crossroads		10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 34	8	10/19/12	10/19/12	M-F 2p-3p	2p-3p		:30			NM	1	\$900.00
		STEVE HARVEY										
		Start Date	End Date	Weekdays								
		Week: 10/15/12	10/21/12	-----F--				1	\$900.00			
N 35	8	10/22/12	10/22/12	M-F 2p-3p	2p-3p		:30			NM	1	\$900.00
		STEVE HARVEY										
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	M-----				1	\$900.00			
										Totals	35	\$46,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	35	\$46,500.00	\$39,525.00
<b>Totals</b>	<b>35</b>	<b>\$46,500.00</b>	<b>\$39,525.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy
-------------------------

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12  
Date

Steph Mung  
Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

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